

Jennifer H. Thompson

Technical Writer • Brand Storyteller • Web Designer & Digital Strategist

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PROFESSIONAL SUMMARY

Creative technical writer and digital strategist blending storytelling, systems thinking, and technology to create human-centered digital experiences. Experience spans web development, environmental systems, entrepreneurship, hospitality operations, SEO strategy, and full-stack product development.

Specializes in translating complexity into clear, thoughtful experiences through technical writing, UX-focused communication, responsive web design, and strategic storytelling. Driven by meaningful work, thoughtful collaboration, and building things that genuinely improve people's lives.

Especially drawn to projects that feel a little bit like an adventure.

CORE STRENGTHS

Technical Writing & Communication: Technical Writing • UX Writing • Strategic Communication • Content Strategy • Brand Storytelling • SEO Strategy • Information Architecture • Research Synthesis • Editing

Web Design & Development: Website Design • WordPress • Elementor • Website Hosting • Responsive Design • HTML/CSS • JavaScript • React • TypeScript • Python • Tailwind CSS • GraphQL • REST APIs • MongoDB • PostgreSQL • Git/GitHub

Strategy & Systems: Digital Strategy • UX Strategy • Product Thinking • Workflow Design • Client Communication • Cross-Functional Collaboration • GIS & Data Systems • Cross-Cultural Communication

FREELANCE CREATIVE & TECHNICAL WORK

Freelance Creative & Technical Writer | Web Design & Content Strategy | Remote | 2018-Present

Collaborate with mission-driven businesses, entrepreneurs, hospitality brands, and tech teams to bring stories, products, and ideas to life through authentic communication, thoughtful design, SEO strategy, and human-centered digital experiences.

The Beach Bucket - York Beach, Maine | Web Design, SEO & Digital Brand Experience

- Designed and launched a responsive WordPress website for a high-traffic coastal restaurant, cafe, and general store, combining brand storytelling, UX-focused navigation, SEO, and online ordering strategy.
- Integrated Toast online ordering, Google Business Profile optimization, mobile-first design, customer-facing copy, and ongoing social media/digital strategy.

Stack/Tools: WordPress • Elementor • SEO • Google Business Profile • Toast • UX Strategy • Brand Storytelling

Real Money Magic™ | Human-Centered Product Concept & Full-Stack Build

- Co-created and developed a financial wellness app concept designed to reduce money stress through compassionate UX, intuitive dashboards, receipt scanning concepts, calendar-based tracking, and emotionally intelligent product design.
- Built React/TypeScript frontend architecture with Python backend planning, dashboard component systems, UX writing, and product strategy.

Stack/Tools: React • TypeScript • Tailwind CSS • Python • GraphQL • MongoDB • Product Strategy • UX Writing

Barefoot Abundance | Brand Storytelling, Digital Strategy & Website Experience

- Founded and developed a wellness-centered digital brand integrating astrology, yoga, meditation, bodywork, creative mentoring, and community-centered storytelling.
- Built and maintained the website with online payment integration, SEO-informed content, email/list-building strategy, and values-driven brand voice.

Stack/Tools: WordPress • Web Design • SEO • Brand Storytelling • Strategic Communication • Online Payments

The Untold Stories of the Littlest Elephant™ | Author & Concept Developer

- Author and concept developer of an illustrated children's book series exploring courage, emotional growth, resilience, connection, and the wisdom of nature.
- Developed character-driven storytelling rooted in emotional intelligence, environmental awareness, symbolic narrative, and nature-based adventure.

ADDITIONAL WRITING & PROFESSIONAL EXPERIENCE

Technical Writer & Contributor - BairesDev / *Project-Based*

- Contributed technical and thought-leadership content on AI, software, innovation, ethics, trust, compliance, and emerging technology topics.

Content Creator & Copywriter - WellSeekers, LLC / *2018-Present / Remote*

- Developed and managed social media content strategy, keyword-rich copy, and PR outreach to support digital presence and audience engagement.

Co-Founder & Technical Director - J&J Property Management & Concierge Services / *Costa Rica / 2018-2023*

- Co-founded and operated a rental management and concierge business serving international clients; gained 12+ clients within the first two months.
- Built and maintained WordPress booking systems with calendar/messaging integrations while leading tech, marketing, hospitality logistics, customer communication, contractor coordination, and legal business setup in Costa Rica.

Hospitality Specialist - Sands By The Sea / *York Beach, Maine / 2023-2024*

- Managed booking platforms and front-office operations, including Expedia, Booking.com, internal reservation systems, technical issues, customer communication, and real-time conflict resolution.

IT Support Specialist / GIS Lead - Regroup Mass Notification / *Remote / 2014-2018*

- Supported GIS-based emergency communication systems, QA/QC workflows, technical troubleshooting, customer support, and technical/copywriting projects for marketing and support documentation.

Contaminated Sites Project Manager & GIS Technical Specialist - NH Department of Environmental Services / *2007-2012*

- Managed environmental remediation projects, contaminated site databases, GIS mapping, interagency coordination, and oil spill response support, including Situation Unit mapping leadership.

EDUCATION

Full-Stack Software Engineering Certificate - University of New Hampshire / *Completed April 2025*

Focused on React, TypeScript, backend systems, databases, APIs, and software engineering workflows.

B.S. Environmental Conservation Studies, Ecosystems Focus, Magna Cum Laude - University of New Hampshire

Focus areas included ecosystems, environmental systems, ecology, GIS/data systems, and interdisciplinary environmental problem-solving.